



## The Publishing Circle Stands Apart from Other Publishers

### We Believe the Author Should Profit as Much as the Publisher

The author and the publisher make the same amount, 25%, then the remaining 50% of profit from every sale goes back into advertising. This model allows us to do perpetual advertising.

### We Advertise on an Ongoing Basis

Ongoing paid advertising is one of several things that set us apart from other publishers. To our knowledge, no other publisher spends money to promote each title separately and in multiple places. When authors use services that do their advertising for them, most of those places charge a minimum of \$1000 per month, with a six month contract, to manage the advertising, then the author must add additional money to the account to pay for the ads. *All* our advertising and the time spent doing the work is covered. You never pay more than the initial shared-cost payment.

### Shared-Cost Publishing

The Publishing Circle requires an investment from the author. That helps to cover some of our upfront costs and kickstarts promotions. The publishing company's income comes from the sale of books, not from the fee, so it's in our best interest for each author to have a successful book. That's why we only accept books we believe we can market well.

### Reach

Our books and eBooks enjoy the same distribution that large publishers offer. This includes making books available to bookstores, libraries, and retail outlets. We then use advertising and other marketing tactics to perk the interest of those buyers.

### We Do More

Here's what we provide. Some of the items listed are things traditional publishers provide, but a significant amount of what we do for our authors is outside of what

traditional, or even hybrid publishers offer. [Items that most publishers don't include are starred.](#)

- The cover design for print (for all distributors; some distribution sources require different file structures). This includes:
  - softcover version
  - large-print softcover version (if we determine the book would sell well in larger type)
  - hardcover version, if we mutually determine a hardcover version is suitable
- The eBook cover
- Audiobook cover (once defined sales volume is reached)
- The interior design for:
  - regular softcover
  - large-print version
  - hardcover version
- The interior design for all eBook types
- ISBNs for all versions
- Barcodes for all versions
- PCIP data costs
- MARC fees
- Setup of the book on all the major print distribution sites
- All distributor setup fees
- Once book sales warrant doing an audiobook, we cover all the costs of audiobook creation and distribution.
- ★ You get professional, top-quality editing (developmental editing, line editing, and proofreading).
- ★ We cover copyright fees, with the copyright in the author's name.
- ★ We provide graphics for marketing purposes (authors tend to use these on their websites, too).
- ★ Your book is set up on 190+ eBook distribution sites.
- ★ We sell books around the world. Many publishers limit sales to areas where the greatest numbers of books are sold. We're happy to say our books are available in almost every country in the world.

- ★ We provide assistance with crafting an opt-in for the back of the book (and/or interior) to drive traffic to your website or another source.
- ★ Unlike other publishers, [we conduct ongoing online advertising](#). Depending on the book, this may be in the form of Amazon, Facebook, YouTube, Instagram, LinkedIn, Google, or other advertising. We also use book promotion sites like BookBub, Fussy Librarian, etc.
- ★ We consistently monitor ad spend for the best ROI to allow us to do more advertising for fewer dollars. We also do advanced split testing.
- ★ We provide coaching about other business opportunities the book may lead to and show you how to set that up within the book to take advantage of those opportunities. Again, this is just a bonus for working with us since it's important to us that the book helps you become successful overall.
- ★ We work with the author to craft press releases; show them how to find available podcasts/radio stations/television stations to speak on; provide them with templates for approaching media; and more.
- ★ We provide a speaker one-sheet to authors who desire one.
- ★ We're accessible to the author, something few publishers make possible.
- ★ We never charge a penny more after the shared-cost payment. (Close to 100% of other hybrid publishers charge when the author requests services like those we automatically include.)
- ★ [Authors are paid monthly](#) 30 days after we receive payment. (Most publishers pay once per year. At best, there are a few that pay every six months.)
- ★ Authors may purchase books to resell themselves for the cost of production and shipping plus a small fee to the publisher. This makes it possible for authors to profit even more from each sale.
- ★ We provide the [sales data directly from the source](#) so authors can see the same data we see when funds come in from distributors. No one else does this. We believe transparency about book sales is a crucial part of the trust between a publisher and author.

You can reach the publisher at [Linda@thepublishingcircle.com](mailto:Linda@thepublishingcircle.com). We'd love to hear from you!